

Empirical study on the training effect of e-commerce platform operators

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Abstract: Talent is an important foundation and resource for the development of a country and society, and is the core force to promote economic, cultural and social development. Under the background of globalization and informatization, it has spawned the emergence of e-commerce platforms, and the operation of such platforms requires relevant personnel as support. Therefore, how to transport high-quality operation personnel for the e-commerce platform is one of the important factors affecting the development of e-commerce. In this context, this paper focuses on the training situation of the operation personnel of the e-commerce platform, analyzes the training effect, and finds the influencing factors of the training effect, so as to scientifically improve the training effect of the operation personnel involved and realize the competitive advantage of the operation personnel. To solve the real problem of talent shortage for e-commerce platforms. In the process of analysis, this paper analyzes the domestic and foreign results on the operation personnel and training effects according to the existing literature, in order to build the analysis framework of this paper. In the process of specific discussion, it is understood that the training effect of e-commerce platform operators is affected by the level of training investment, the level of training instructors, the level of participants and the level of training programs. In this way, a structural equation model is built through data investigation and collection to understand how these factors affect the path coefficient. The results show that in the training process of e-commerce platform operators, we should pay great attention to the level of investment facilities, the level of investment funds, the practice level of brand training instructors, the flexibility of response, the level of knowledge and experience reserve of participants, the acquisition and transmission of learning information, the diversity of training content, and the smoothness of training process, and then propose optimization measures. To ensure the training effect.

Key words: E-commerce platform; Operation personnel; Training effect; Structural equation model

Introduction

The rapid development of information technology has spawned the emergence of e-commerce platforms and further expanded the scale of e-commerce enterprises. In the context of such fierce competition, e-commerce enterprises need to find their own place, and to do this, we must continue to improve the comprehensive ability and literacy of e-commerce platform operators. Therefore, this paper systematically analyzes the effectiveness of operation personnel training, and believes that the allocation of high-quality operation personnel has positive value for e-commerce platform. In this context, this chapter specifically focuses on the e-commerce platform operator training effect of empirical research, first of all, the research background of this paper is analyzed and discussed. As the core carrier of e-commerce, the development and production of e-commerce platform are closely related to information technology. In the fierce competition, e-commerce enterprises need to continuously improve their own strength. Whether the e-commerce platform can succeed is mainly related to the comprehensive quality of the operation personnel. The purpose of this paper is to deeply understand the impact of high-quality operation personnel on the e-commerce platform, and improve the comprehensive ability and quality of operation personnel through training, so as to promote the development of e-commerce platform. The research covers the training methods, content, influencing factors and other aspects, and strives to fully understand all levels of the training of the operators of the e-commerce platform.

I. The effective play of the operational value of the e-commerce platform

Based on the development of networking and information technology, China's e-commerce enterprises have achieved rapid development and evolved into the core force driving China's economic development. In the process of enterprise development, the operation of the e-commerce platform has played a significant role, so the improvement of the operation level of the e-commerce platform has gradually attracted attention. In the basis of increasingly fierce competition in the e-commerce industry, how to improve the operation ability and adapt to market demand has become an urgent issue. However, the reality shows that the level of operation personnel of many e-commerce enterprises is not high, resulting in the operation value of e-commerce platforms can not be effectively played.

The analysis of the actual ability of e-commerce market operation specialists can be found that they need to have good communication skills, keen insight, excellent data analysis ability, high moral level, continuous learning consciousness and strong spirit of cooperation. Only with these qualities, the operation of the e-commerce platform can move towards high efficiency. However, in order to meet the basic requirements of the scale development of the platform, many enterprises recruit operation specialists in the comprehensive value, theoretical knowledge reserve, service awareness and other aspects of poor performance, increase the cost of human resources, while making the market competitiveness gradually reduced. Taking this background into account, more e-commerce platforms begin to pay attention to the training of operation workers. And through case training and theoretical training for training. By explaining the operation process, background theory and knowledge of the e-commerce platform to the operators, and analyzing the insufficient operation level of the leading e-commerce platform and other examples, the purpose is to improve the comprehensive ability and literacy of the operators. However,

generally speaking, the training results show that the operators have not formed an effective sense of participation. In the process of holding training activities, some enterprises pay too much attention to cost saving, resulting in too simple training content and form. As a result, the theoretical knowledge learned by some personnel in the training process is limited, and the training effect is discounted. In view of this situation, this paper takes the training effect of e-commerce platform operators as the entry point, discusses the factors that affect the training effect, and puts forward optimization measures. The aim is to enhance the comprehensive level of long-term operation talents, and enhance the operational value of the platform, so as to ensure that it occupies a place in the e-commerce market.

II. How does the transformation of e-commerce platform develop

At present, as a rising star, e-commerce platforms are favored, such as Tiktok, Kuaishou, Taobao, Tmall, etc., with the advantages of leapfrogging time and distance, their business volume continues to expand, and their sales increase sharply during 2018-2022. Compared with physical stores, the total sales of their integrated e-commerce platforms have already exceeded 200 billion yuan per quarter, which has a significant advantage.

The ability of e-commerce platform operators to improve the e-commerce platform to achieve the key to market competitiveness, but also the focus of the transformation and development of e-commerce platforms. For e-commerce operators, they need to master not only the relevant knowledge of sales and operations, but also in-depth research on how to better respond to customer needs and improve online service capabilities. However, the reality is that the thinking and behavior of e-commerce operators have not been fundamentally reformed. This is somewhat related to the uneven number of training institutions on the market at present, that is, to send more operation personnel to the e-commerce platform, which has prompted some training institutions to expand their business and include them in the scope of training. Up to now, there have been more than 3000 institutions related to the training of e-commerce platform operators, but few are highly qualified, accounting for only about 10%, the direct result is the poor training effect, as shown in Table 1 below. Therefore, by analyzing the factors that affect the training effect of the operators of the e-commerce platform, this paper aims to find the most effective training methods, achieve innovation in the training content, and improve the training effect of the operators of the e-commerce platform by deploying high-quality trainers.

III. The effectiveness of the training effect of e-commerce platform operators

This paper aims to reveal the effectiveness of the training effect of e-commerce platform operators through empirical research, in-depth understanding of the impact factors, so as to understand the actual situation of e-commerce platform personnel training, and put forward reform measures. The research questions mainly cover the following aspects:

1. How to optimize the training effect of e-commerce platform operators?
2. What is the impact of factors such as training input, training lecturers, participants and training program level on the training effect of e-commerce platform operators?
3. What is the relationship between training input, training lecturers, participants and training program level factors on the training effect of e-commerce platform operators?
4. How to reduce the impact of training input, training lecturers, participants and training program level factors on the training effect of e-commerce platform operators?

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